





# OVERVIEW OF APPENDIX A

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This Appendix to the City of Eureka 2017 Strategic Arts Plan presents descriptions of 35 projects. Each project was identified and developed from stakeholder interviews, focus groups, the public meeting, and on-line surveys. While each of the projects is worthy of implementation, the City has limited resources and cannot complete all 35 projects simultaneously; prioritization is necessary. Accordingly, each project falls into one of four prioritized phases. Each of the phases is meant to occur in order.

The “On-going” projects will reoccur on an annual or biennial basis and have no definitive end.

Most Phase 1 projects are already underway and each of these projects will be completed in 2017, but may extend into 2018.

The Phase 2 projects are either in the early planning stages or preliminary planning will begin in 2017. While many Phase 2 projects will require several years of planning, fundraising, and coordination, most Phase 2 projects should be implemented within the next five years.

Early planning for the Phase 3 projects will not likely begin until 2018 or 2019, and the full implementation of these projects may be outside of the timeline of this five-year plan.

Phase 4 projects are effectively “just ideas” at the current time and will need to be re-visited in a future Strategic Arts Plan or re-prioritized in the coming years. Within each phase, the projects are prioritized. To the greatest degree possible, staff effort will be focused on implementing the projects in the prioritized sequence.

Each of these project descriptions will be refined over the course of the coming year and during regular updates to this plan.





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# ONGOING PROJECTS

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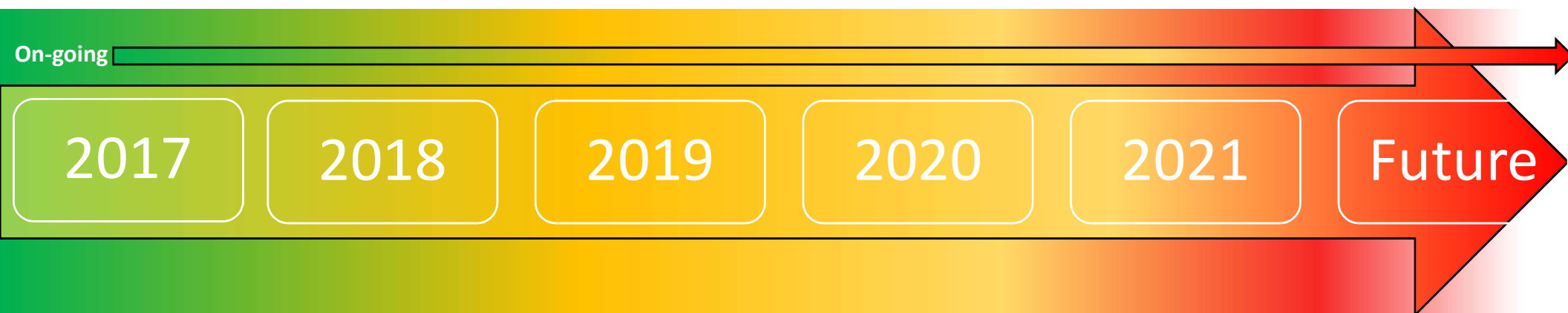


# ONGOING PROJECTS

On-going projects are activities coordinated and accomplished by City staff and the Arts & Culture Commission. These projects re-occur on an annual or biennial basis throughout the five-year lifespan of this Strategic Plan. The first five of these projects consist of reports, analyses, and studies designed to help the City better understand the needs of the community and to track the City's progress in implementing this plan. The sixth and seventh projects focus on building upon the City's currently existing assets.

The City is committed to completing these seven projects throughout the five-year timeline of this Strategic Arts Plan.

PHASE AND PRIORITY	PROJECT	PARTY RESPONSIBLE FOR PLANNING	PARTY RESPONSIBLE FOR IMPLEMENTATION
O.1	SAP Project Implementation Plan & Progress Tracker (annual)	City (staff)	City (staff)
O.2	Conduct NEA VALI Study (biennial)	City (staff)	City (staff)
O.3	Cultural Asset Map and Inventory (revisit annually)	City (EACC)	City (staff)
O.4	Art & Culture Annual Report (annual)	City (EACC)	City (EACC)
O.5	Follow Up Surveys (biennial)	City (staff)	City (staff)
O.6	Support Existing Events, Organizations, and Assets	City (EACC)	City (EACC)
O.7	Engage Youth Participation and Education Institutions	City (EACC)	City (EACC)



# PROJECT 0.1

# SAP PROJECT IMPLEMENTATION PLAN & PROGRESS TRACKER



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Implementation is the process that turns strategies and plans into actions. This plan will only have genuine value when the projects get completed. However, before it is possible to complete a project, it is first necessary to understand what steps are required. Accordingly, the Arts & Culture Commission will revisit this plan annually, with a particular emphasis on revising and refining this Appendix of project descriptions. Research needs to be conducted for each project, including refinement of the project description, cost estimates, identification of funding, coordination and recruitment of project leads, permitting, and the identification of other necessary steps. In addition, the Commission will track the progress of Implementation in order to identify what is getting done and to re-prioritize projects as necessary.

# PROJECT 0.2

## CONDUCT NEA VALI STUDY

The Validating Arts and Livability Indicators (VALI) Study is a standardized methodology developed by the National Endowment for the Arts that uses easily accessible data (such as Census data) to track outcomes of communities engaged in creative placemaking activities.

- The indicators are broken down into four sections:
- Residents’ attachment to communities;
  - Quality of life;
  - Local economic conditions; and
  - Arts and cultural activity (specifically the infrastructure supporting artists and arts organizations)

This system of indicators helps communities better understand the value of their creative placemaking efforts. Since the methodology has been standardized, Eureka will be able to compare ourselves to other cities.

The City will conduct this study on a biennial basis.

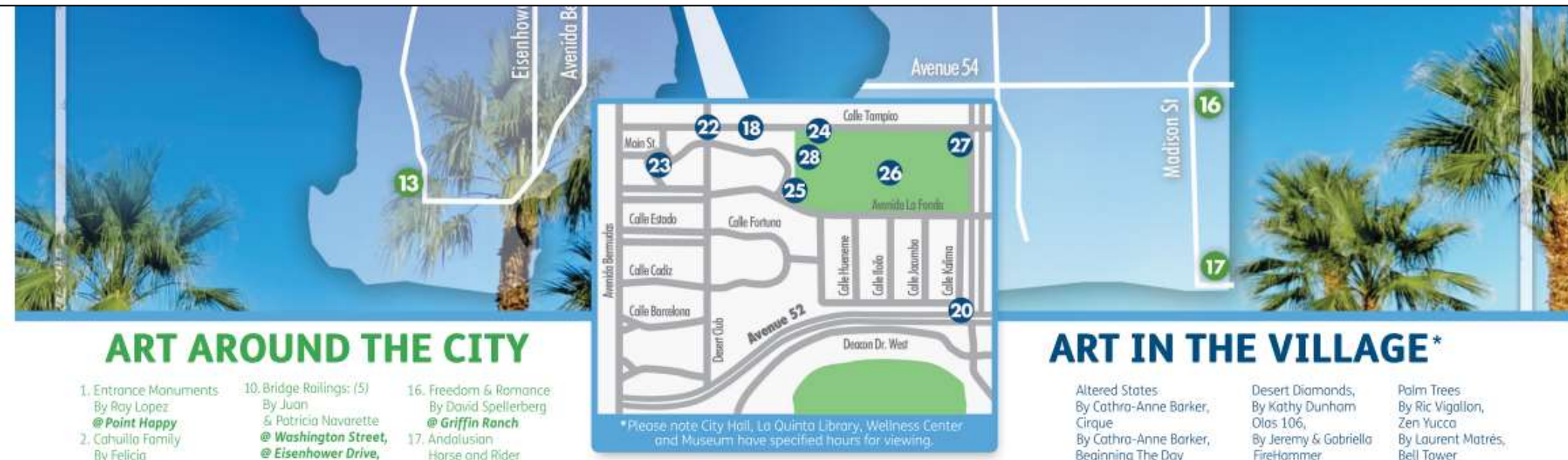
The NEA's Candidate Indicators for the Arts & Livability, by Outcome Area and the Lowest Geographical Level at which National Data Are Available		
	Indicator	Geographical Level
<b>Resident Attachment to Community</b>		
C1	Capacity for homeownership (proportion of single-unit structures)	Census Tract
C2	Length of residence (median length)	Census Tract
C3	Proportion of housing units owner-occupied	Census Tract
C4	Proportion of housing units occupied	Census Tract
C5	Election turnout rate	County
C6	Household outflow (tax returns leaving)	County
C7	Civic engagement establishments per 1,000 population	Zip Code
<b>Quality of Life</b>		
Q1	Median commute time	County
Q2	Retail and service establishments per 1,000 population	Zip Code
Q3	Violent crime rate	County
Q4	Property crime rate	County
Q5	Percent of residential addresses not collecting mail	County
Q6	Net migration	County
<b>Arts and Cultural Activity</b>		
AC1	Median earnings of residents employed in arts-and-entertainment-related establishments	Census Tract
AC2	Proportion of employees working in arts- and-entertainment-related establishments	County
AC3	Relative payroll of arts-and-entertainment-related establishments	County
AC4	Arts, culture, and humanities nonprofits per 1,000 population	Census Tract
AC5	Arts-and-entertainment-related establishments per 1,000 population	Zip Code
<b>Economic Conditions</b>		
E1	Median home purchase loan amounts	Census Tract
E2	Median household income	Census Tract
E3	Active business addresses	Census Tract
E4	Unemployment rate	Census Tract
E5	Income diversity	Census Tract





# PROJECT 0.3

# CULTURAL ASSET MAP & INVENTORY



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The objective of this project is to annually maintain a digital inventory of Eureka's cultural and art assets. Digital on-line maps will be produced identifying galleries, theaters, and creative places such as Opera Alley, the F Street Arts Corridor, music venues and other permanent works of art in the City. The map will promote and communicate the character of the City as a place of art and culture and provide marketing to artists and arts institutions or venues. Eventually, the City may explore the possibility of creating a small hand pocket version for distribution. The City will also explore a phone app. City staff will work annually with the Arts & Culture Commission to maintain the inventory and will work with the Humboldt Lodging Alliance and the Eureka Humboldt Convention and Visitor's Bureau to make this project helpful to the tourism industry.

This project is likely to overlap with project 1.5: Establish Cultural Arts District and project 1.7: Arts & Culture Website and Maps.

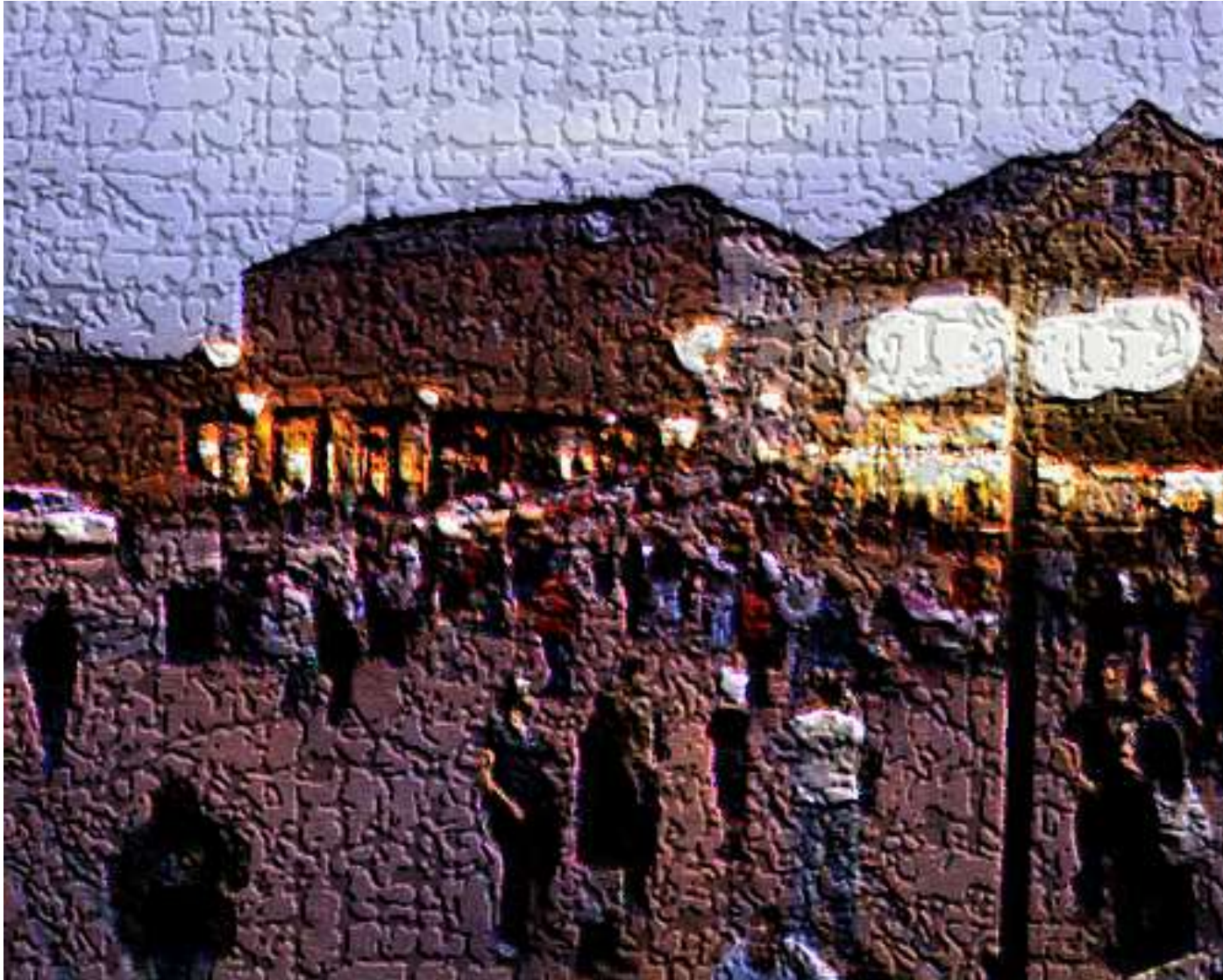


# PROJECT 0.4

# ART & CULTURE COMMISSION ANNUAL REPORT



Each year, the Eureka Arts & Culture Commission will submit and present a progress report to the Eureka City Council. The report will outline for Council the accomplishments of the Commission, summarize the results of recent surveys, provide an analysis of the status of each of the City's primary "art providers" (such as Morris Grave Museum, Ink People, etc), and identify goals for the coming year.





# PROJECT 0.6

## SUPPORT EXISTING EVENTS, ORGANIZATIONS & ASSETS



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This Strategic Plan identifies 35 projects. Thirty-four of these projects are new endeavors aimed at enhancing the arts in Eureka. However, it is critically important to recognize and acknowledge that the City already has a strong arts base. The Eureka community is already invested in dozens of events, venues, and institutions. We cannot be distracted from this existing assets in our pursuit of new projects. Accordingly, this project is dedicated to ensuring that Eureka continues to support existing events, organizations, and assets and that the City is committed to seeing these existing assets grow and expand.

Eureka has the benefit of multiple arts organizations and events that have taken years of hard work to develop. One example is the Kinetic Sculpture Race, a land and sea all-terrain cross-country art festival. The annual Kinetic Grand Championship race occurs each May over Memorial Day weekend. It spans 42 miles (68 km) over 3 days. Approximately 10,000 artists, sponsors, local and visiting spectators attend the race during the three days. On the second day, Eureka is the site of a public event in Halverson Park highlighting the water trial race through the Old Town portion of Humboldt Bay. This one event brings hundreds of visitors to our region and puts the arts scene of Humboldt County on the map.

Other assets include the Redwood Coast Music Festival, Arts Alive, North Coast Open Studios, the Morris Graves Museum, the Clarke Museum, the Arkely Center for Performing Arts, the Redwood Curtain Theater, Eureka Summer Concert Series, the North Coast Repertory Theater, and many others.



# PROJECT 0.7

## ENGAGE YOUTH PARTICIPATION AND EDUCATION INSTITUTIONS



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This project is focused on utilizing the Eureka Arts & Culture Commission to coordinate with educational institutions and youth-serving organizations (such as the Girl Scouts) to engage Eureka's youth and to inspire their participation in the Arts. This will become one of the primary purposes of the committee. Youth engagement can be incorporated into nearly all of the other projects found throughout this Strategic Plan.

The Commission will begin by reaching out to the Humboldt County School District and the Eureka City School District to determine the best path forward for stimulating youth participation in the arts. The Commission will provide support when like-minded programs already exist. The Commission will then work with the Districts to determine if additional programs can be created. From there, the Commission will work with youth-serving organizations, first in supporting existing programs and then by collaborating to stimulate new programs. As an on-going project, this initiative will evolve over time.



# PHASE 1 PROJECTS

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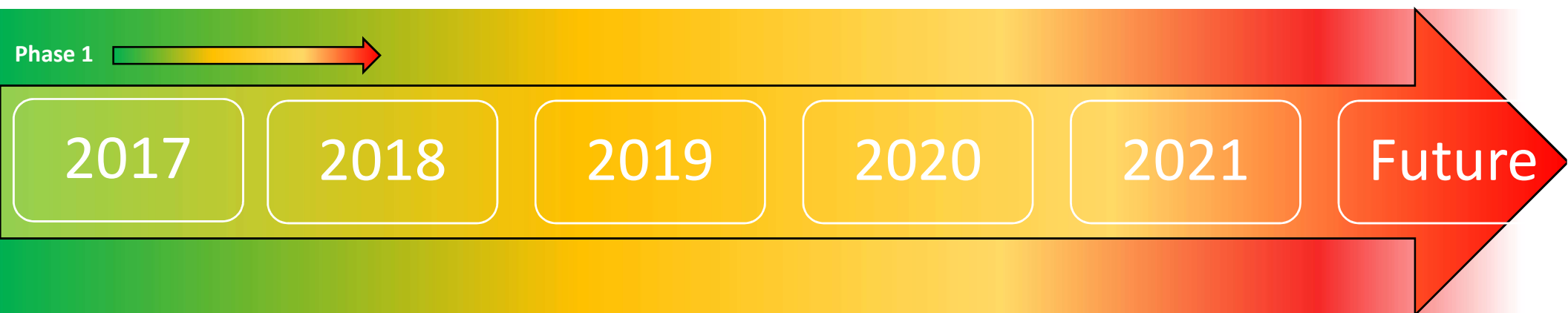


# PHASE 1 PROJECTS

Phase 1 projects are activities primarily coordinated and accomplished by City staff and the Arts and Culture Commission, but also includes some other stakeholders. Unlike the “on-going projects,” Phase 1 projects are distinct short-term projects that have a specific completion state. The first four of these projects consist of on-line surveys that have already been completed (see Section 2 above) and were designed to help the City better understand the needs of the community. The fifth project is a key initiative around which many other projects are centered. The sixth project is intended to establish parameters by which community members can create art-related mini-libraries. The seventh and eighth projects are City initiatives designed to promote arts and support future projects.

The City is committed to completing these eight projects in 2017 or 2018.

PHASE AND PRIORITY	PROJECT	PARTY RESPONSIBLE FOR PLANNING	PARTY RESPONSIBLE FOR IMPLEMENTATION
1.1	Survey #1: General Public	City (staff)	City (staff)
1.2	Survey #2: Arts Organizations	City (staff)	City (staff)
1.3	Survey #3: Professional Artists	City (staff)	City (staff)
1.4	Survey #4: Lodging Establishments	City (staff)	City (staff)
1.5	Establish Cultural Arts District	City (EACC)/ Ink People	Ink People
1.6	Mini Libraries	City (EACC), Policy	Private
1.7	Arts & Culture Website and Maps	City (EACC)	City (staff)
1.8	Strategic Marketing Plan w/ HCCVB	City (staff)/HCCVB	HCCVB

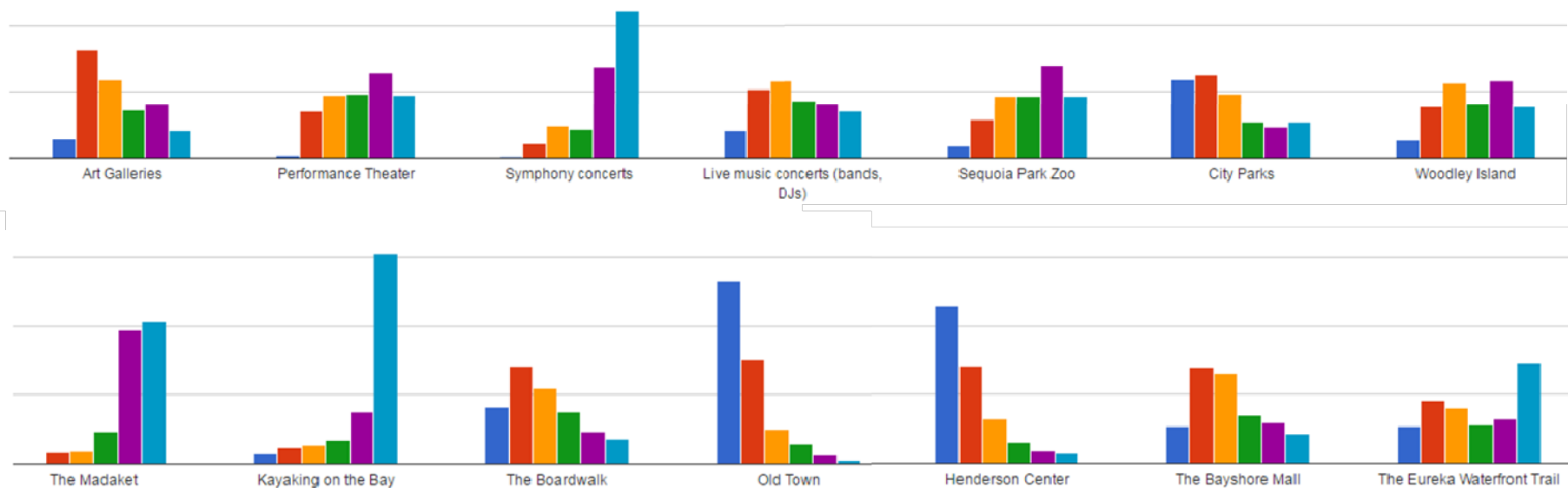


# PROJECTS 1.1 through 1.4

## SURVEYS

### 5. How often do you visit the following venues or venue types in Eureka?

Once/week Once/month Once/quarter Twice/year Once/year Never





On December 7<sup>th</sup>, 2016, the City released an online survey for the general public regarding arts and culture in Eureka. In processing the results of the public survey, it immediately became evident that there was need for additional surveys. Understanding the specific needs of artists seemed necessary, while learning more about the needs of the art-based non-profit organizations also warranted additional effort. A desire to better understand what tourists to Eureka were seeking from the arts led to the development of a fourth survey, which was provided to owners and operators of lodging establishments. In all, over 800 individuals responded to the four surveys, the results of which are presented in Appendix B.

The surveys provided more information than can be summarized here. In fact, the surveys provided such a rich source of data that the City will be analyzing the results for months. In general, the following trends can be drawn from the surveys:

- Survey respondents believe that the arts are a significant contributor to the quality of life and the economy of Eureka.
- Big events draw the most interest from the general public, while the visual arts drawn more interest than the performing arts.
- Arts Alive is by far the most attended event, while the Morris Graves museum is the most attended facility.
- The majority of respondents indicated that they would prefer City efforts related to the arts to be focused on promoting Eureka as a tourism destination.
- Even though the survey respondents were seemingly enthusiastic supporters of the arts, approximately 25% of respondents never buy art, 62% respondents buy art only once or twice a year, and only 12% buy art four or more times per year.
- Of those respondents that buy art at least once per year, only 3% “always” buy their art in Eureka, while 25% “never” buy their art in Eureka.
- The expense of local art and the lack of local options are listed as the largest obstacles that prevented respondents from buying art in Eureka.
- Nearly 70% of respondents indicated that they believed that Eureka should prioritize some level of funding for arts and culture, even factoring into consideration the vast responsibilities of the City (including police services and road maintenance).
- In the survey created exclusively for lodging establishments, marketing of arts-related events and venues is already a frequent practice among lodging establishments.
- According to the lodging survey, art galleries draw more tourists than museums and performance theater draws more tourists than the symphony.
- The Redwood Coast Music festival appears to be a more important tourism draw than even Arts Alive.
- For the survey created exclusively for artists, over 94% of respondents indicated that they are self employed and 62% indicated that they are full time artists.
- The survey created exclusively for artists showed a wide range of salaries for full time artists, with 14% of respondents making more than \$50,000 per year from their art and 40% of respondents making less than \$5,000 per year.

The full results of the four surveys are presented in Appendix B.





# PROJECT 1.5

## ESTABLISH CULTURAL ARTS DISTRICT



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Cultural districts are defined as well-recognized geographic areas in which a high concentration of cultural facilities, creative enterprises, or arts venues serve as the main anchor of attraction. The City's Development Services Department and Art and Culture Commission are working to identify boundaries and map qualifying assets, facilities, creative enterprises, and arts venues that in combination form a Eureka Cultural District.

In late 2016, the California Arts Council announced that the State will soon be certifying a limited number of "Cultural Districts" throughout California. Though the program is not yet fully defined, these state-designated districts will likely provide cities with access to marketing resources and funding for the arts. This naturally fit into the goals of this plan and immediately became a focus of effort. This project will be implemented in mid-2017 when the City submits an application to the State.

# PROJECT 1.6

## MINI LIBRARIES





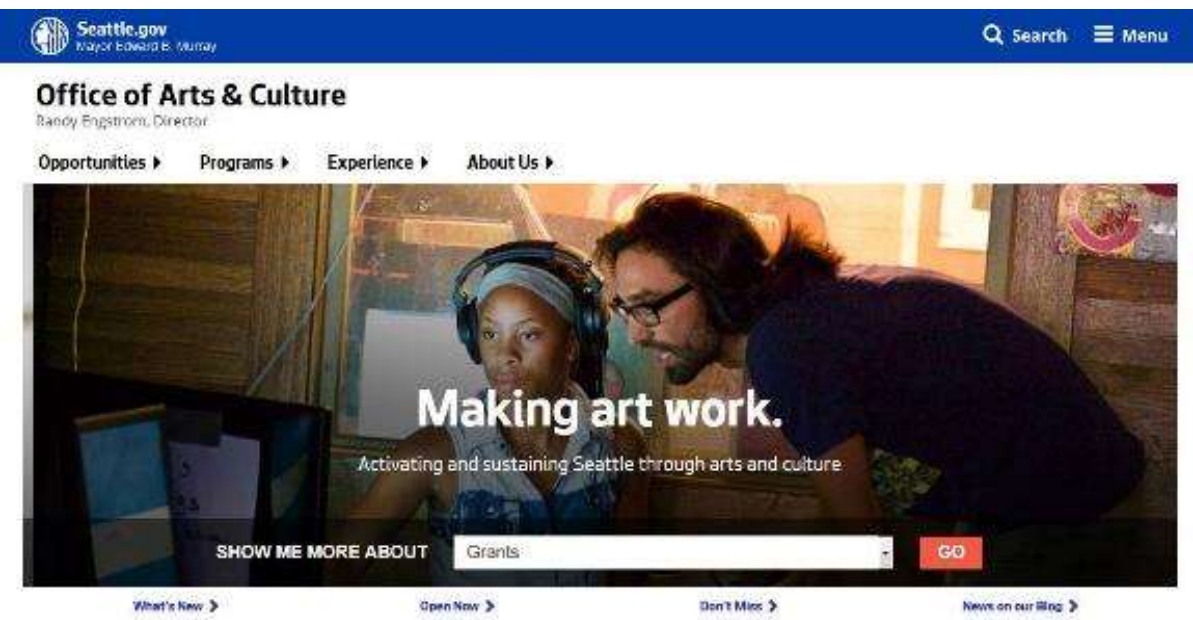
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This project is based on the *Little Free Library* “take a book, return a book” concept. Little/mini libraries are usually very small external structures tucked outside homes, business, or offices and are often found on sidewalks. They come in many shapes and sizes, but the most common version is a small wooden box. There is no formal system once they are constructed and operational; anyone may take a book or bring a book to share. Often, mini library boxes are artist or craftsman designed and constructed. Mini libraries create an opportunity to integrate arts and literacy, adding a unique level to the image of Eureka as a place of art and culture.

This project does not call for the City to design, construct, or fund mini-libraries. Instead, the City’s role is to identify standards and clarify when, where, and how mini-libraires are permitted. In 2017 or early 2018, City staff will bring to City Council an ordinance establishing standards for mini-libraries. There is also an opportunity for the Arts and Culture Commission to establish a partnership with art/literature teachers and the Humboldt County Library.

# PROJECT 1.7

## ART & CULTURE WEBSITE AND MAPS TO PUBLIC ART SITES



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This project will develop and add an Arts and Culture webpage and links to the City Website. On the page, artists, residents, arts organizations and visitors will find timely information about the arts. Artists will find detailed process “maps” guiding them through codes or permitting processes required or necessary to submit, design, construct and maintain works of art or studio space requirements. Examples of information would include contact information for fire and safety codes and city departments able to answer questions. Links to arts organizations and institutions and galleries would provide a one-stop shop of current exhibits and events. The page will communicate the vision and unique character of Eureka as a city of art and culture and could provide status and updates for projects in implementation.



# PROJECT 1.8

# STRATEGIC MARKETING PLAN WITH HCCVB



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The objective of the Humboldt County Convention and Visitors Bureau (HCCVB) is to increase overnight stays and visitor spending, supporting jobs and contributing to the local economy. As Eureka is a primary sponsor of the HCCVB, Eureka will work with the Bureau to create a coordinated marketing strategy focused on Eureka. The marketing strategy can build upon and utilize much of the content found throughout this Strategic Plan.

# PHASE 2 PROJECTS

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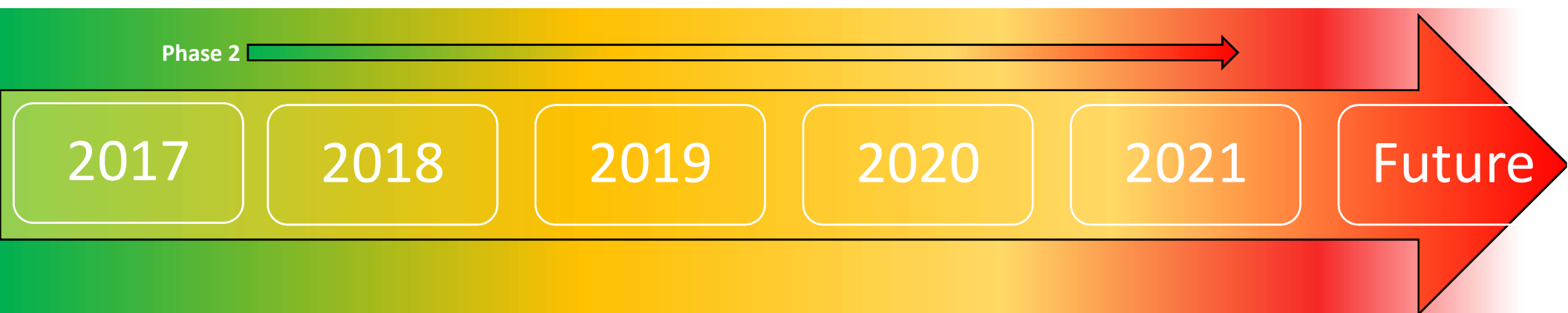


# PHASE 2 PROJECTS

This is arguably the most important page of this Strategic Plan. Phase 2 projects constitute larger, more complex projects that the City is committed to completing within the five year timeline of this Strategic Plan. Unlike the “on-going projects” and the Phase 1 projects, these projects may be challenging to implement and may require some City investment. Project 2.2 in particular could represent a significant investment, though it is likely that this investment will bring new revenue to the City.

The City is committed to completing these 12 projects in by the end of 2021.

PHASE AND PRIORITY	PROJECT	PARTY RESPONSIBLE FOR PLANNING	PARTY RESPONSIBLE FOR IMPLEMENTATION
2.1	Opera Alley, Phase 1	City/EMS/Private	City/EMS/Private
2.2	City-wide Wayfinding Plan and Implementation	City (staff)	City (staff)
2.3	Street Trees, Phase 1 (F St Arts Corridor)	City/EMS/KEB	KEB
2.4	Street Trees, Phase 2 (4 <sup>th</sup> and 5 <sup>th</sup> Streets)	City/Caltrans/KEB	City/KEB
2.5	Murals on Utility Boxes	City (EACC)	City (EACC)
2.6	Phantom Art Galleries	City/EMS/HSU/Private	HSU/EMS/Private
2.7	Second Street Pedestrian Plaza (temp or permanent)	City/EMS	City/EMS
2.8	Mayor’s Art Award	City (EACC)	City (EACC)/(CC)
2.9	Passport for the Arts	City (EACC)	City (EACC)
2.10	Mural Strategic Plan and Implementation	City (EACC) Sub Committee	City (EACC)
2.11	Arts in the Parks Program	City (EACC)	City (EACC)
2.12	Explore Incentive Program for Arts-based Businesses/Orgs	City (EACC/staff)	City (staff)





# PROJECT 2.1 & 4.4

## OPERA ALLEY (Phases 1 & 2)



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“Opera Alley” is the alley between 2nd and 3rd street from C to H Streets in Old Town Eureka. This project envisions the Alley as a vibrant and creative place with visual and live arts attractions, events and signage, busy commercial and retail use, landscaping, improved infrastructure and enhanced connectivity through Old Town. Transforming Opera Alley is anticipated to increase pedestrian traffic, create an attraction for tourism, and increase income for surrounding businesses. The City has already created an Opera Alley Visioning Plan, in which over 50 projects have been identified. Some projects are small and simple, while others are large and complex. Accordingly, the project is broken into two Phases.

Phase 1 of the Opera Alley project focuses on stimulating small, privately funded projects. The role of the City in Phase 1 is to refine the vision, inspire property owners to implement their own projects, and focus on simplifying regulations.

Phase 2 of the Opera Alley project consists of the larger and more complex tasks that will require time and money to implement.

For more information about the Opera Alley project, see the Opera Alley Visioning Plan (2017).

# PROJECT 2.2

## WAYFINDING BANNERS & SIGNAGE

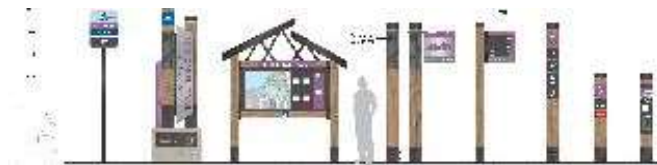


Wayfinding is a comprehensive citywide signage system that projects a consistent image for the entire city, reduces visual clutter, and promotes our tourism industry. Wayfinding aims to integrate a range of navigation and communication tools, such as signage, brochures, kiosks, and smart-phone applications. “Wayfinding” explores ways to navigate from one place to another, and focuses on highlighting the experience of the path and eventual arrival of the wayfinding user. The system must underscore Eureka’s unique identity, as well as make it easier for pedestrians, cyclists and motorists to get around.

The primary goal of this project is to make it easier for residents, commuters and tourists to find Eureka’s destinations and attractions. This is arguably the biggest and most important project on the list. This project consists of designing and implementing a creative visual approach to branding, wayfinding, and directional signage in Eureka. Arts venues, public art sites, museums, galleries, artist’s studios, and events will be highlighted as well as local commercial and recreational areas of interest. Design elements will encourage residents and visitors to explore our creative, vibrant city.

Implementation of this project will not be cheap or easy. There are dozens of potential approaches to how this could be completed. It is likely that the City would need to invest a significant amount of upfront costs in hiring a landscape architect or other design professional to lead the design component of the project. Once designed, it is likely that the signage program would need to be implemented in phases as budgeted in the Capital Improvement Program (CIP).

Over the course of the next year, City staff will evaluate and present a series of options for the City Council’s consideration.





# PROJECTS 2.3 & 2.4

## STREET TREES PHASES 1 & 2



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Kamisu, Eureka's Japanese Sister City, has offered to donate cherry trees to the City of Eureka through the Sister Cities International Program. This program enables citizen diplomats in communities across the world to develop relationships with communities in other countries that are based on cultural understanding. The meaning of Cherry tree blossoms as symbols of optimism and reception would create a welcoming identity for Eureka as a city of art and culture. The current plan for Street Trees Phase 1 is to plant the Kamisu Cherry Trees along F Street, between 8<sup>th</sup> Street and 1<sup>st</sup> Street. The expected impact includes increased pedestrian traffic, attraction for visitors, increase attention and attendance at existing art venues along F Street.

PG&E is currently working with the City of Eureka to make existing gas pipelines safer. Part of the project includes removing trees whose roots threaten to impact pipelines. In return for removing such trees, PG&E has offered to provide Eureka with new trees that the City can use to plant in sidewalks. The same program just led to the announcement that the City of Arcata is planting 115 urban street trees and shrubs throughout Arcata in City parks and various roadside locations during the months of February and March of 2017. The City of Eureka plans to plant the trees provided by PG&E along 4<sup>th</sup> and 5<sup>th</sup> Streets, which will constitute Street Trees Phase 2. This will require significant coordination with Caltrans.

# PROJECT 2.5

## MURALS ON UTILITY BOXES



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This project will attempt to install small murals on utility boxes and pad-mounted transformers in Eureka. Most of these utility boxes measure approximately four feet high by three feet wide and are permanently installed at street level near the inside edge of a sidewalk. Artists would design and paint the boxes, bringing them to life as three dimensional art works, transforming the boxes into visual neighborhood assets. Painted utility boxes could be a citywide project that could help reduce graffiti, while bringing a distinctive neighborhood character onto sidewalks and streets. Utility box projects can include images that help brand individual neighborhoods or provide wayfinding information. The project could be combined with an education partner to involve students with community artists in design development and execution.

This project will require significant coordination with the various utility agencies and will require fundraising.



# PROJECT 2.6

## PHANTOM ART GALLERIES



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A Phantom Art Gallery is an art initiative that transforms empty storefront windows into engaging attractions for pedestrian viewing. The idea behind a Phantom Art Gallery is to fill the windows of vacant buildings with the work of local artists.

This project utilizes the creative place-making concept of “phantom art galleries” to generate street level vitality in vacant commercial spaces through temporary art exhibits displayed in the windows of vacant storefronts. When retail or commercial space transitions between tenants, artists and curators work with property owners to mount short-term exhibitions and art installations. Phantom art galleries utilize the talent of local artists create a essential marketing platform for their work, generate income, help suppress vandalism and long term loitering. Phantom galleries contribute to the quality of City life and the local economy while supporting local artists. The City will investigate how other communities have implement Phantom Art Gallery programs. If necessary, the City will initiate an implementation plan that identifies or organizes project partnerships with local community arts organizations and educational institutions. Humboldt State University’s Art Program, College of the Redwoods, and the Ink People Center for the Arts have all expressed interest in showcasing artists.

# PROJECT 2.7

# SECOND STREET PEDESTRIAN PLAZA



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This project creates a pedestrian way on 2nd street between E and F Streets that is closed to vehicular traffic. Second Street would be blocked from traffic on both the east and west ends with large attractive flower containers. The pedestrian way would be accessible and adjacent to the Gazebo Square where street performance art, street pianos or Artists-in- Action could display or perform. The pedestrian way could allow the weekly Farmer's market to expand and settle into a more inviting environment. Live music would be better accommodated and add to a festive market experience. Visitors could be encouraged to visit adjacent parklets for food and beverages.

This project is a potential opportunity for more effective creative placemaking in Old Town and invites exploration up the "F" Street Arts Corridor. Over the course of the next year, the City staff will explore and present options to City Council.



# PROJECT 2.8

## MAYOR'S ART AWARD

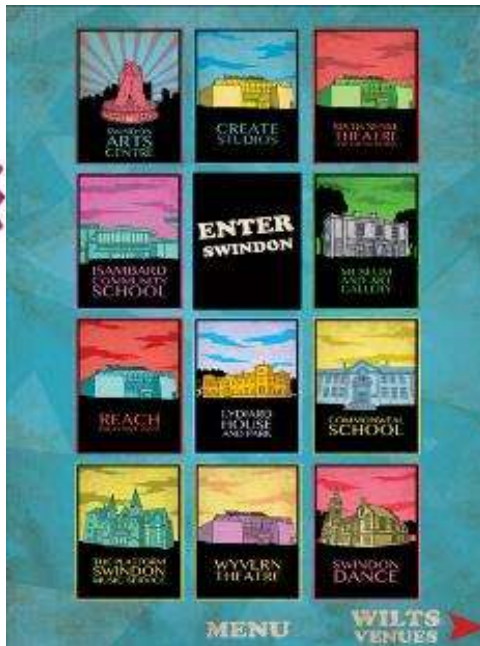


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This project will establish an annual award for achievement in the arts for Eureka. The exact parameters of this projects are yet to be determined. One possible path forward would be to have the Office of the Mayor would host the award and to have City Council could pass a resolution in support. Winners could be honored in a variety of ways, including a modest cash prize or an investment by the City in support of the artist's work. Whatever form it takes, the award is an opportunity to recognize Eureka artists and provide them with publicity. The award should champion and showcase the identity of Eureka as a city of art and culture. Maximum impact would be gained from distributing news of award winners outside the local community in conjunction with tourism marketing.

# PROJECT 2.9

## PASSPORT FOR THE ARTS



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This project was inspired by a project that is already underway with several Eureka organizations, including the Clarke Museum.

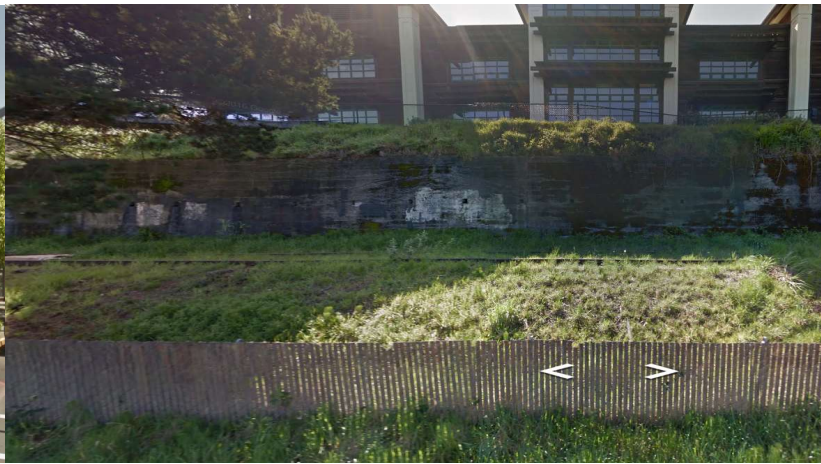
The Passport for the Arts is an initiative to encourage local residents, visitors, and tourists to explore the art and cultural assets of Eureka. Anyone interested in participating receives a “Eureka Cultural Passport.” Then, by visiting participating organizations (such as museums and art galleries), passport holders can earn stamps. A set quantity of stamps is then redeemable for gift certificates, ticket to a local performance, or discount at a neighborhood restaurant. Children and families will have the opportunity to discover creativity, individuality, diversity and the arts while exploring community resources. The Passport for the Arts will expand awareness of the diverse cultural and artistic life in Eureka. Other versions of the program include creating high-value, multi-destination packages highlighting the best of Eureka’s arts and culture venues.

The Arts and Culture Commission will coordinate with a number of organizations throughout the City to explore options for this project.



# PROJECT 2.10

# MURAL STRATEGIC PLAN AND IMPLEMENTATION





Eureka’s reputation as a leader in exterior mural art has been acknowledge by the California Arts Council for over 30 years. Murals create excitement, reduce visual blight and draw pedestrian traffic. Local murals are produced by master muralists producing public or private mural commissions and through collaborations with community arts organizations. Youth and student mural participation through school partnerships have created lasting educational and community benefit.

This project would explore ways in which the City can increase the number of professional wall murals in Eureka. This will be accomplished by creating a Mural Strategic Plan, which will include a visual survey and inventory of possible murals sites, coordination with property owners and business owners to identify interest, cost estimates, and recruiting commitment of community organizations to coordinate and produce new murals. Staff will also explore the possibility of establishing a “mural matching fund,” in which City Council would set aside a small amount of matching funds that could be used to stimulate private investment in murals.



# PROJECT 2.11

## ARTS IN THE PARK PROGRAM



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An “Arts in the Parks Program” is a collaboration between the Eureka Parks and Recreation Committee and the Arts and Culture Commission to increase the presence of arts in Eureka’s parks and along the City’s trails. This is also an opportunity to increase arts-related community events in parks. Public art in parks will engage visitors and enhance their experience and understanding of park resources.



# PROJECT 2.12

## EXPLORE INCENTIVE PROGRAM FOR ARTS-BASED BUSINESSES

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In the interest of growing our creative economy and increasing the number of professional artists in our community, the City will explore ways to attract, retain, and nurture the creative and innovative art-based businesses that are so vital to our economy. Cultural industries have increasingly been recognized as a leading economic driver. As Eureka looks to strengthen its cultural economy and to help make culture one of the core engines in our economy, the City needs to look creatively at all of the potential economic tools that could be utilized to help bring creative talent, to promote the growth and development of cultural production within the City, and to support entrepreneurial development within the cultural economy. Staff will explore options for incentivizing programs for arts-based businesses.

# PHASE 3 PROJECTS

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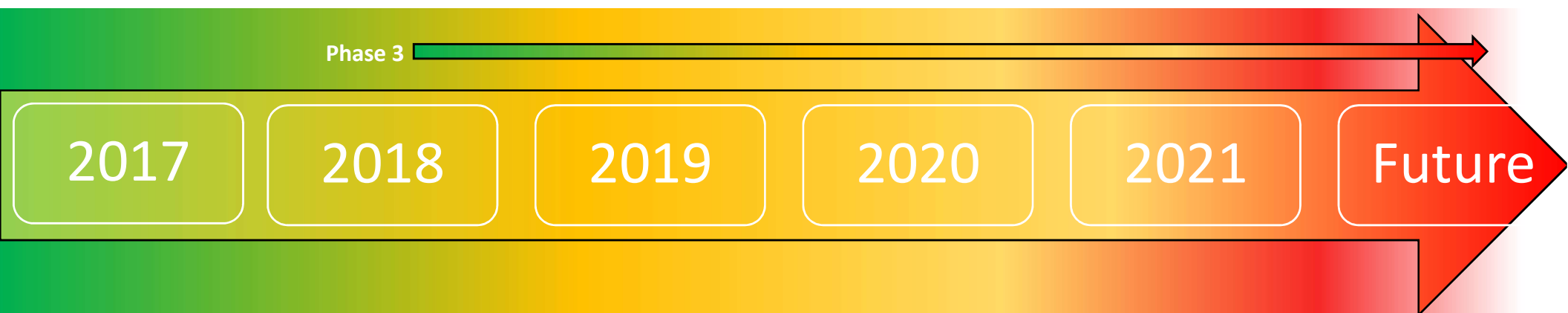


# PHASE 3 PROJECTS

Like Phase 2 projects, Phase 3 projects are relatively complex and potentially expensive. However, this list consists of projects that may not be completed in the five-year lifespan of this Strategic Plan. While each of these projects is worthy of completion, the prioritization process pushed these projects to into Phase 3.

The City is committed to exploring the possibility of implementing these eight projects by 2021, but the City is not committing to the completion or implementation of any of these projects by that time.

PHASE AND PRIORITY	PROJECT	PARTY RESPONSIBLE FOR PLANNING	PARTY RESPONSIBLE FOR IMPLEMENTATION
3.1	Art Crosswalks (F St Arts Corridor)	City (EACC)	City (staff)
3.2	Railroad Bridge	City (staff)	City (staff)
3.3	Chalk the Walk	City/EMS	EMS
3.4	Theater Festival	EMS	EMS
3.5	Artists in Action (aka Art Festival; "Artober")	EMS	EMS
3.6	Light Display	City (staff)	City (staff)/Private
3.7	Fiberglass Forms	City/Chamber	Chamber/Private
3.8	Gazebo Re-envisioning	City (staff)	City (staff)
3.9	F Street Art Corridor (includes other projects listed above)	TBD	TBD
3.10	Neighborhood Painted Intersections	City (EACC), Policy	Private





# PROJECT 3.1

## ART CROSSWALKS (F ST ART CORRIDOR)



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This project utilizes the designs and installation of original works of art to create an immediate visual experience in City crosswalks. Big, bold multi colored designs are painted to define crosswalks, and encourage pedestrians to enjoy crossing streets at appropriate corners. Such crosswalks at multiple contiguous intersections can create the sense of a “district.” Painted crosswalks create immediate, bold, utilitarian citywide works of art that support the image and identity of a city rich in art and culture. Next steps include general cost estimates to understand funding requirements, evaluation of state law, constraints analysis by Public Works Department, and identification of targeted intersections.

# PROJECT 3.2

## RAILROAD BRIDGE



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This project applies multi-or single-colored light rods, bulbs or washes of light to bridges and buildings. Lighting displays are designed and constructed to enhance the physical structure of a bridge or building, turning them into public sculpture that becomes especially dramatic at night. Lighting displays on buildings can be designed as a pop-up event, enhancing existing festivals or holidays with an experience that measurably increases attendance. Permanent and temporary displays both provide drama and visual impact while promoting public safety and appropriate use. Lighting the rail bridge near the city's north entrance could create a memorable experience to regional visitors traveling into and out of Eureka. This project could be very complex. Staff will evaluate options.



# PROJECT 3.3

## CHALK THE WALK



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This is a lively, one-day event project meant to deliver a pop-up art festival experience while raising funds for public art. Based on the success of Pastels on the Plaza in Arcata, the event would fill the Old Town Boardwalk or the sidewalks of Henderson Center with light, color, music and temporary works of visual art. Participants would pay for sections of boardwalk or sidewalk to create works of chalk art. The project can be associated with existing festivals or events. This project creates immediate participation in a community art project across age and interest and provides a family oriented art experience that allows various levels of commitment or involvement for low or no cost to spectators. A community or civic organization like Eureka Main Street best sponsors this project as a fundraiser. Individual businesses often sponsor artists to create squares as an advertisement for their business.

# PROJECT 3.4

## THEATER FESTIVAL



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Downtown Eureka is home to four successful theaters within a five-block radius: the North Coast Repertory Theater, The Redwood Curtain, the Arkley Center for the Performing Arts and the Eureka Theater. Each have distinctive cultural offerings, mixing dance, music, theater and other forms performance art. This project would organize a theater festival, bringing together the City's four major theatre assets. The festival is envisioned as a major draw for residents and visitors during the winter or spring months. Establishing a major festival will increase earned income for theaters, food, and retail beverage businesses, tourism and lodging, and celebrate the remarkable character and talent of Eureka's theater community. The Humboldt Film Commission could help coordinate the event, Humboldt Convention and Visitors Bureau could promote the event, and the Humboldt Lodging Alliance could assist with funding.



# PROJECT 3.5

## ARTISTS IN ACTION (AKA ART FESTIVAL; “ARTOBER”)



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This project creates a day-long, week-long, or month-long festival that educates and entertains the community about art and artists. Artists representing a wide variety of art forms such as painting, fiber, sculpture, glass blowing and collage, create a public open-air studio. Over the course of the event, participants would each produce a work of art while spectators observe and experience the challenges of producing art and the artistic joys of finding solutions to those challenges. This project fits well into public parks or trails, and could provide an attraction for available space in the C-F waterfront area. The project educates and entertains the community, while providing opportunities for fresh programs in parks, trails and public places in need of experiences that can attract and hold residents and visitors around commercial or retail space.

# PROJECT 3.6

## LIGHT DISPLAY



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This project applies multi-or single-colored light rods, bulbs or washes of light to bridges and buildings. Lighting displays are designed and constructed to enhance the physical structure of a bridge or building, turning them into public sculpture that becomes especially dramatic at night. Lighting displays on buildings can be designed as a pop-up event, enhancing existing festivals or holidays with an experience that measurably increases attendance.



# PROJECT 3.7

## FIBERGLASS FORMS





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Fiberglass forms of symbols, mascots, or recognizable icons have been used successfully by cities such as Santa Rosa, San Francisco, and Los Angeles to create distinctive character, raise funds and convey a city's brand identity. Fiberglass forms can be painted and molded into imaginative shapes and distributed throughout the city and along entrance routes. Ideas for forms include salmon, steelhead, crab, oysters, otters, and harbor seals. Due their relative ease to produce in a wide variety of shapes and sizes, fiberglass forms offer high impact for a reasonable cost. A well-designed campaign could uplift the local community, attract visitors, and provide accessible art appreciation for children and adults. Successful funding campaigns have accepted sponsorship from businesses and members of the public for individual forms.

# PROJECT 3.8

# GAZEBO RE-ENVISIONING



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The Eureka Square is a bricked corner of “F” and 2nd street covering approximately 4,000 square feet of a central intersection in Old Town. This project re-envisions the Gazebo as a warm, welcoming and flexible space able to accommodate music, performance and festival-related activities. Creating a plan that discourages vagrancy and loitering as well as re-thinking its use for appropriate activities is possible with creative art-based landscaping and lighting. Re-envisioning the Gazebo as an Arts District asset can attract and keep more foot traffic during peak tourism seasons and give artists a new venue for “Artists in Action” and Arts Alive programs.

# PROJECT 3.9

## F STREET ARTS CORRIDOR



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The “F” Street Corridor refers to a street section envisioned as an arts corridor showcasing the Morris Graves Museum and shop, the Redwood Arts Association, the Eureka Theater, and the historic Eureka Inn. A careful consideration of the corridor’s potential place in a Designated Arts District is underway and could provide momentum for ideas including a permanent arched gateway and signage. The F Street Corridor can expand the flow of residents and visitors out from the Boardwalk area to experience some of Eureka’s major arts resources. Increased attendance at venues along “F” Street could increase earned income for major arts institutions and organizations of the city. This project could be presented to civic organizations and merchants along “F” street. Identification of the corridor in a Designated Cultural District plan could open eligibility to grant funds, particularly if banner design became a design competition.



# PROJECT 3.10

## NEIGHBORHOOD PAINTED INTERSECTIONS



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Similar in description and benefits of art crosswalks, this project utilizes the designs and installation of original works of art to create immediate visual impact in City intersections. Big, bold multi colored designs are painted to define whole intersections not just crosswalks. Artists and neighborhood members collaborate to generate designs, and then paint the designs onto intersections. Residents of all ages and skill levels work together on the creation of art in their community.

# PHASE 4 PROJECTS

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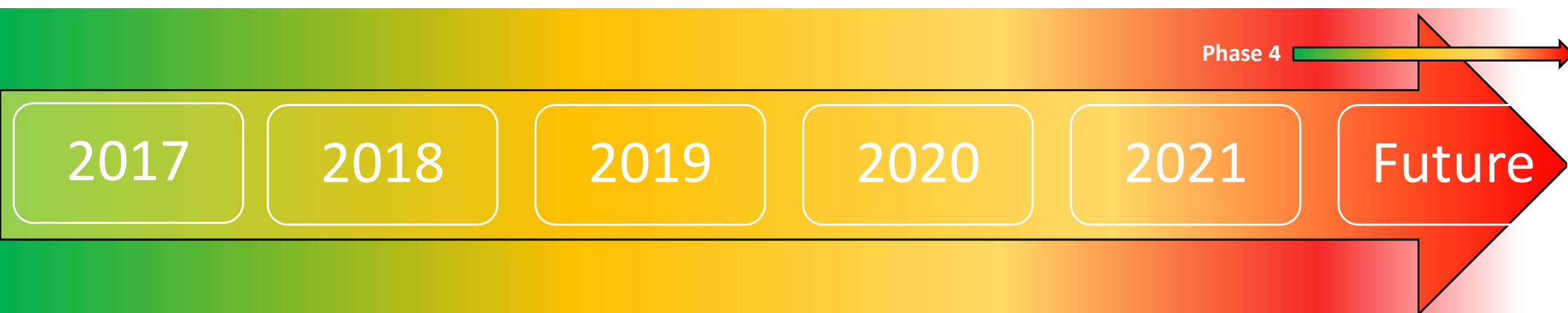


# PHASE 4 PROJECTS

Phase 4 projects are effectively “ideas” for the purpose of this Strategic Plan. While many of these projects are clearly worth implementing, the prioritization process required that some projects were pushed further down on the list.

The City is not committed to initiating or completing any of these projects in the five-year lifespan of this Strategic Plan, though some of these projects may be explored in that period.

PHASE AND PRIORITY	PROJECT	PARTY RESPONSIBLE FOR PLANNING	PARTY RESPONSIBLE FOR IMPLEMENTATION
4.1	Street Pianos	EMS	EMS
4.2	Bronze Fishermen	EMS/HFMA/HSU	TBD
4.3	Return of the Jedi Festival	HDFC/City	HDFC/City
4.4	Opera Alley, Phase 2	City/EMS/Private	City/EMS/Private
4.5	City Painted Intersections	City	City
4.6	Sanctioned Graffiti Wall	Private	Private
4.7	Sidewalk Poetry	City	City
4.8	Archimedes Sculpture	City	City
4.9	Alexander Von Humboldt Statue	City	City
4.10	South Gateway Project	City/Caltrans	City/Caltrans



# PROJECT 4.1

## STREET PIANOS





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This project promotes public music making in a pop-up environment. Pianos are brought out onto the street awaiting the passing musician or musician-want-to-be to sit down, play and create music. Street pianos can be “adopted” by individual businesses or artists who care for and manage the piano location and schedule. The idea may be piloted as a temporary series. Street pianos invite creative improvisation that could add live music and a sense of discovery to Old Town particularly during summer tourism. The unique, live public music experience could add a new element to Eureka’s reputation as a city of art and culture. Cost of pianos and maintenance costs may be paid by individuals or a sponsoring business.

# PROJECT 4.2

## BRONZE FISHERMEN



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This project delivers public art in the form of miniature sculptures that could celebrate a theme specific to Eureka. These small statues would be placed on streets, near buildings, the Boardwalk, businesses and neighborhood centers. They become permanent “residents” of the city and recognizable icons. Because of their intimate size, they can be installed and enjoyed in many locations. These sculptures can create a consistent city arts brand for both residents and visitors. Their smaller size allows for a broad distribution throughout the city or along entrance routes and is particularly inviting to children and families. They act as lighthearted “mascots” to the city’s artistic character. Sponsorships from civic organizations, merchants, social media campaigns or donations from individuals. College Art classes at CR or HSU could create sculptures as a course project.

# PROJECT 4.3

## RETURN OF THE JEDI FESTIVAL



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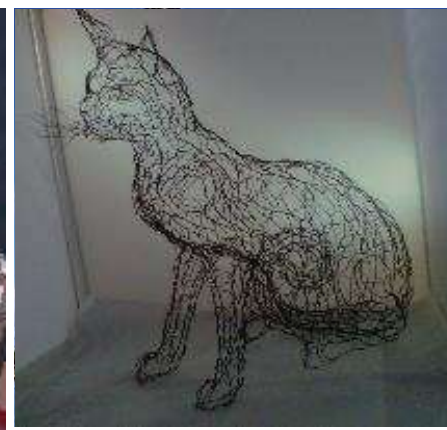
In honor of local and regional locations appearing in Star Wars films, this project stages a themed festival designed to immerse residents and visitors in the Star Wars world. Festival locations could showcase Sequoia Park and could include costume, prop and memorabilia exhibits. Public costume competitions and presentations by original cast, crew and production experts could be presented. If done on a large enough scale, a Return of the Jedi Festival could become a signature tourism event with opportunities for associated local art events and installations. The impact on the lodging industry could be significant, driving a measurable increase in lodging stays.



# PROJECTS 4.4 through 4.10



Projects 4.4 through 4.10 and other projects will be explored during annual updates to this plan.



# THANK YOU TO THE ARTISTS OF EUREKA!

From the City of Eureka Arts and Culture Commission

